

ABSTRACT OF THE DISCLOSURE

In a method for driving a display, a display, and a program therefor, a memory stores uncorrected video data for a desired frame and for a current frame until a next frame. Meanwhile, a correction section reads uncorrected video data for the previous frame and the current frame from the memory and corrects the video data for the current frame. Further, a processing section corrects video data for the next frame based on the corrected video data for current frame so as to facilitate a grayscale level transition from the current frame to the next frame.